

WXLV-TV
3500 Myer Lee Dr
Winston Salem, NC 27101

Contract # 1363616

Schedule Dates 09/05/12-09/14/12
Advertiser American Crossroads (41509)

Date Entered 08/28/12
Last Modified 08/28/12
Entered By Lisa Carter

Crossroads Media-Alexandria (2097)
POLITICAL CANDIDATE SUPER PAC (ns) (1386)
AMERICAN CROSSROADS (325849)
Millennium/DC, Washington DC (1108)

Greensboro (WXLV)	BY Broadcast Month	Spots	Rate
	Sep. 2012	22	\$5,515.00
Grand Total:		22	\$5,515.00

Crossroads Media-Alexandria
66 Canal Center Plaza
Ste 555
Alexandria, VA 22314

Sales Office Millennium Washington DC
Buyer Name Maron,Stephanie
Phone/Fax /
CPE 11/27/690
Account Types National/Political Candidate Agency BRD
Billing Type Weekly/Irregular
Comments American Crossroads
JONATHAN VITTI

Headline # ECR09805814
Demo A35+R
Order Type Normal
Package Deal
Commission % 15.00
Commission \$827.25
Net Total \$4,687.75
Sales Tax

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

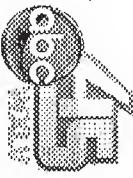
Date:

Accepted-Station:

Date:

Comments:

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT (1)	09/14/12-09/14/12	1	:30	12P- 1P (EST)						1		1		\$130.00	\$130.00	Greensboro (WXLV)	MILLIONAIRE	8/28/12
2.0	Normal Line / SPOT (2)	09/05/12-09/05/12	1	:30	12P- 1P (EST)						1		1		\$130.00	\$130.00	Greensboro (WXLV)	MILLIONAIRE	8/28/12
3.0	Normal Line / SPOT (3)	09/06/12-09/06/12	1	:30	12P- 1P (EST)						1		1		\$130.00	\$130.00	Greensboro (WXLV)	MILLIONAIRE	8/28/12
4.0	Normal Line / SPOT (4)	09/07/12-09/07/12	1	:30	12P- 1P (EST)						1		1		\$130.00	\$130.00	Greensboro (WXLV)	MILLIONAIRE	8/28/12
5.0	Normal Line / SPOT (5)	09/10/12-09/10/12	1	:30	12P- 1P (EST)						1		1		\$130.00	\$130.00	Greensboro (WXLV)	MILLIONAIRE	8/28/12
6.0	Normal Line / SPOT (6)	09/11/12-09/11/12	1	:30	12P- 1P (EST)						1		1		\$130.00	\$130.00	Greensboro (WXLV)	MILLIONAIRE	8/28/12
7.0	Normal Line / SPOT (7)	09/12/12-09/12/12	1	:30	12P- 1P (EST)						1		1		\$130.00	\$130.00	Greensboro (WXLV)	MILLIONAIRE	8/28/12
8.0	Normal Line / SPOT (8)	09/13/12-09/13/12	1	:30	12P- 1P (EST)						1		1		\$130.00	\$130.00	Greensboro (WXLV)	MILLIONAIRE	8/28/12
9.0	Normal Line / News (9)	09/14/12-09/14/12	1	:30	6:30P- ABC-World News						1		1		\$235.00	\$235.00	Greensboro (WXLV)	ABC WORLD NEWS	8/28/12
10.0	Normal Line / News (10)	09/05/12-09/05/12	1	:30	6:30P- ABC-World News						1		1		\$235.00	\$235.00	Greensboro (WXLV)	ABC WORLD NEWS	8/28/12
11.0	Normal Line / News (11)	09/07/12-09/07/12	1	:30	6:30P- ABC-World News						1		1		\$235.00	\$235.00	Greensboro (WXLV)	ABC WORLD NEWS	8/28/12
12.0	Normal Line / News (12)	09/10/12-09/10/12	1	:30	6:30P- ABC-World News						1		1		\$235.00	\$235.00	Greensboro (WXLV)	ABC WORLD NEWS	8/28/12



WXLV-TV
3500 Myer Lee Dr
Winston-Salem, NC 27101

Crossroads Media-Alexandria
66 Canal Center Plaza
Ste 555
Alexandria, VA 22314

Contract # 1363616
Schedule Dates 09/05/12-09/14/12
Advertiser American Crossroads (41509)
Agency Crossroads Media-Alexandria (2097)
Product POLITICAL CANDIDATE SUPER PAC (ms) (1386)
Brand AMERICAN CROSSROADS (325849)
Salesperson MillenniumDC, Washington DC (1108)
Sales Office Millennium Washington DC
Buyer Name Maron,Stephanie
Phone/Fax /
CPE 11/27/690
Account Types National/Political Candidate Agency BRD
Billing Type Weekly/Irregular
Comments American Crossroads
JONATHAN VITTI

		Greensboro (WXLV)		Comments:	
		By Broadcast Month	Spots	Rate	
Last Modified	08/28/12	22	\$5,515.00		
Entered By	Lisa Carter				
CO-OP	No				
Headline #	ECR09805814				
Demo	A35+R				
Order Type	Normal				
Package Deal					
Commission %	15.00				
Commission	\$827.25				
Net Total	\$4,687.75				
Sales Tax					

Line	Line Type / Break Type (Ref#)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
13.0	Normal Line / News (13)	09/12/12-09/12/12	1	:30	6:30P- ABC-World News				1				1	\$235.00	\$235.00	Greensboro (WXLV)	ABC WORLD NEWS	8/28/12	
14.0	Normal Line / SPOT (14)	09/14/12-09/14/12	1	:30	7P- 7:57P (EST)					1			1	\$400.00	\$400.00	Greensboro (WXLV)	FAMILY FEUD	8/28/12	
15.0	Normal Line / SPOT (15)	09/05/12-09/05/12	1	:30	7P- 7:57P (EST)					1			1	\$400.00	\$400.00	Greensboro (WXLV)	FAMILY FEUD	8/28/12	
16.0	Normal Line / SPOT (16)	09/06/12-09/06/12	1	:30	7P- 7:57P (EST)					1			1	\$400.00	\$400.00	Greensboro (WXLV)	FAMILY FEUD	8/28/12	
17.0	Normal Line / SPOT (17)	09/07/12-09/07/12	1	:30	7P- 7:57P (EST)					1			1	\$400.00	\$400.00	Greensboro (WXLV)	FAMILY FEUD	8/28/12	
18.0	Normal Line / SPOT (18)	09/10/12-09/10/12	1	:30	7P- 7:57P (EST)					1			1	\$400.00	\$400.00	Greensboro (WXLV)	FAMILY FEUD	8/28/12	
19.0	Normal Line / SPOT (19)	09/11/12-09/11/12	1	:30	7P- 7:57P (EST)					1			1	\$400.00	\$400.00	Greensboro (WXLV)	FAMILY FEUD	8/28/12	
20.0	Normal Line / SPOT (20)	09/12/12-09/12/12	1	:30	7P- 7:57P (EST)					1			1	\$400.00	\$400.00	Greensboro (WXLV)	FAMILY FEUD	8/28/12	
21.0	Normal Line / SPOT (21)	09/13/12-09/13/12	1	:30	7P- 7:57P (EST)					1			1	\$400.00	\$400.00	Greensboro (WXLV)	FAMILY FEUD	8/28/12	
22.0	Normal Line / SPOT (22)	09/09/12-09/09/12	1	:30	10:58-4A- ABC-This Week							1	1	\$100.00	\$100.00	Greensboro (WXLV)	THIS WEEK	8/28/12	

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

Rep Order# 9805814 Ver# 1 Status New
EC'd Yes

Traffic Order# 130301 Printed: 08/28/2012 9:00 AM
Last Received: 08/27/2012 6:47 PM

1 of 3

Station WXLV-TV GREENSBOROW SALEM
Advertiser American Crossroads
Product American Crossroads
Estimate# 690
Buyer Stephanie Maroney
Phone#
Fax#

Agency () CROSSROADS MEDIA LLC
66 CANAL CENTER PLAZA, SUITE 555
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 11/27/690
Flight Dates 09/05/2012 - 09/14/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () JONATHAN VITTI
Salesperson Phone# 202-955-5342
Salesperson FAX#

— CONTRACT COMMENT —

*****NODISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NODISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

In	Day	Dates	Time	Program	Len	Rate	Spots/Week	# of Weeks	Total Spots	Total Cost
1	F	09/14-09/14	12P-1P	MILLIONAIRE	.30	\$130.00	1	1	1	\$130.00
2	W	09/05-09/05	12P-1P	MILLIONAIRE	.30	\$130.00	1	1	1	\$130.00
3	TH	09/06-09/06	12P-1P	MILLIONAIRE	.30	\$130.00	1	1	1	\$130.00
4	F	09/07-09/07	12P-1P	MILLIONAIRE	.30	\$130.00	1	1	1	\$130.00
5	M	09/10-09/10	12P-1P	MILLIONAIRE	.30	\$130.00	1	1	1	\$130.00
6	TU	09/11-09/11	12P-1P	MILLIONAIRE	.30	\$130.00	1	1	1	\$130.00
7	W	09/12-09/12	12P-1P	MILLIONAIRE	.30	\$130.00	1	1	1	\$130.00
8	TH	09/13-09/13	12P-1P	MILLIONAIRE	.30	\$130.00	1	1	1	\$130.00
9	F	09/14-09/14	630P-7P	ABC WORLD NEWS	2	\$235.00	1	1	1	\$235.00
10	W	09/05-09/05	630P-7P	ABC WORLD NEWS	.30	\$235.00	1	1	1	\$235.00
11	F	09/07-09/07	630P-7P	ABC WORLD NEWS	.30	\$235.00	1	1	1	\$235.00
12	M	09/10-09/10	630P-7P	ABC WORLD NEWS	.30	\$235.00	1	1	1	\$235.00
13	W	09/12-09/12	630P-7P	ABC WORLD NEWS	.30	\$235.00	1	1	1	\$235.00

Rep Order# 9805814 Ver# 1 Status New Traffic Order#

Printed: 08/28/2012 9:00 AM
Last Received: 08/27/2012 6:47 PM

Showng Buylines: All Lines

2 of 3

Station WXLV-TV GREENSBOROW/SALEM

Advertiser () POLITICAL ISSUE GROU

Product American Crossroads

Estimate# 690

Bryer Stephanie Maroney

Phone#

Fax#

Agency () CROSSROADS MEDIA LLC
66 CANAL CENTER PLAZA, SUITE 555
ALEXANDRIA, VA 22314

Agency C/P/I/P2/E 11/27/690

Flight Dates 09/05/2012 - 09/14/2012

Hiatus Weeks

Rep Firm () WASHINGTON
Sales Office () JONATHAN VITTI
Salesperson () JONATHAN VITTI

Salesperson Phone# 202-955-5342

Salesperson FAX#

Ln	Day	Dates	Time	Program	Len	Rate	Spots/Week	# of Weeks	Total Spots	Total Cost
---	---	---	---	---	---	---	---	---	---	---
14	F	09/14-09/14	7P-8P	FAMILY FEUD	.30	\$400.00	1	1	1	\$400.00
15	W	09/05-09/05	7P-8P	FAMILY FEUD	.30	\$400.00	1	1	1	\$400.00
16	TH	09/06-09/06	7P-8P	FAMILY FEUD	.30	\$400.00	1	1	1	\$400.00
17	F	09/07-09/07	7P-8P	FAMILY FEUD	.30	\$400.00	1	1	1	\$400.00
18	M	09/10-09/10	7P-8P	FAMILY FEUD	.30	\$400.00	1	1	1	\$400.00
19	TU	09/11-09/11	7P-8P	FAMILY FEUD	.30	\$400.00	1	1	1	\$400.00
20	W	09/12-09/12	7P-8P	FAMILY FEUD	.30	\$400.00	1	1	1	\$400.00
21	TH	09/13-09/13	7P-8P	FAMILY FEUD	.30	\$400.00	1	1	1	\$400.00
22	SU	09/09-09/09	11A-12P	THIS WEEK	.30	\$100.00	1	1	1	\$100.00

—REPORT TOTALS—
Report Totals. 22 / \$5,515.00

—SALES MONTHLY TOTALS—
4/24/11

Sep 12. 22 / \$5,515.00
Sales Totals. 22 / \$5,515.00
Station Totals. 22 / \$5,515.00
Lines not sent/rcl/d/rtrn. 0 / \$0.00

—COMPETITIVE—

Market	Totals	CABL	0%	UNKN	0%	WBFX	0%	WCWG	0%	WFMY	34%
WGHP		WMTV	0%	WUPN	0%	WXII	37%	WXLV	8%		

Rep Order# 9805814 Ver# 1 Status New
ECD Yes

Traffic Order#
Showing Buylines: All Lines

Printed: 08/28/2012 9:00 AM
Last Received: 08/27/2012 6:47 PM
3 of 3

Station WXLV-TV GREENSBOROW SALEM
Advertiser () POLITICAL ISSUE GROU
Product American Crossroads
Estimate# 690
Buyer Stephanie Maroney
Phone#
Fax#

Agency () CROSSROADS MEDIA LLC
66 CANAL CENTER PLAZA, SUITE 555
ALEXANDRIA, VA 22314
Agency C/P1P2/E 11/27/690
Flight Dates 09/05/2012 - 09/14/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () JONATHAN VITTI
Salesperson Phone# 202-955-5342
Salesperson FAX#

Books null
Demos RA35+